

WHAT IS CLAIMED IS:

1. A method of customizing an electronic catalog of products for individual customers of an online store, the method comprising:

providing online access to an electronic catalog of products that are available for purchase;

receiving a request from an online customer for a portion of the electronic catalog, wherein the portion corresponds to a subset of the products represented within the electronic catalog;

identifying a related order previously placed by the customer; said related order being related to the subset of products;

supplementing the portion of the electronic catalog with information about the related order; and

returning the portion, as supplemented with the information about the related order, for presentation to the customer;

whereby information about previous orders is presented to the customer contextually during browsing of the electronic catalog.

2. The method as in Claim 1, wherein supplementing the portion of the electronic catalog comprises supplementing the portion with information about a current status of the related order.

3. The method as in Claim 1, wherein the portion is a product detail portion for a first product.

4. The method as in Claim 3, wherein the related order is an order previously placed by the customer for the first product.

5. The method as in Claim 3, wherein the related order is a previous order placed by the customer for a second product that is related to the first product.

6. The method as in Claim 1, wherein supplementing the portion of the electronic catalog comprises including within the portion an indication that a product represented therein is incompatible with a related product previously purchased by the customer.

7. The method as in Claim 1, wherein the portion corresponds to a category of products.

8. The method as in Claim 7, wherein identifying a related order comprises identifying an order for a product that falls within the category.

9. The method as in Claim 1, wherein the portion provides an option to initiate placement of an order for a product.

5 10. The method as in Claim 1, wherein the portion is a web page.

11. The method as in Claim 1, wherein the portion is a voiceXML page that is adapted for audible output to the customer.

12. The method as in Claim 1, further comprising supplementing the portion with information about at least one additional order that is related to the subset of
10 products.

13. A computer-implemented method of providing information about prior orders to customers of an online store, the method comprising:

providing online access to an electronic catalog of products that are available for purchase;

15 receiving a request from an online customer for information from the electronic catalog associated with a subset of the products represented therein;

identifying a related order previously placed by the customer, said related order being related to the subset of products; and

20 responding to the request by sending the online customer information from the electronic catalog associated with the subset of products together with information about the related order;

whereby customers are presented with context-sensitive information about their previous orders during browsing of the electronic catalog.

25 14. The method of Claim 13, wherein the information about the related order comprises information about a current status of the related order.

15. The method of Claim 13, wherein the request is for information about a first product, and responding to the request comprises returning a product detail page for the first product supplemented with the information about the related order.

30 16. The method of Claim 15, wherein the related order is a previous order for the first product.

17. The method of Claim 15, wherein the related order is a previous order for a second product that is related to the first product.

18. The method of Claim 13, wherein the request comprises a search query submitted by the online user, and wherein responding to the request comprises generating a search results page that lists matching products together with an indication that a matching product was previously ordered by the customer.

5 19. The method of Claim 13, wherein the request is for a page that corresponds to a category of products, and wherein responding to the request comprises supplementing the page with information about the related order.

20. The method of Claim 19, wherein the page is a browse node page of a browse tree in which products are arranged by category.

10 21. The method of Claim 13, wherein the request is for a shopping cart page that displays contents of a shopping cart of the customer, and wherein responding to the request comprises supplementing the shopping cart page with information about an order which is related to a product represented within the shopping cart.

15 22. The method of Claim 13, wherein the information presented to the customer about the related order comprises a notification that an incompatibility exists between a displayed product and a related product previously purchased by the customer.

23. The method of Claim 13, wherein the request is independent of orders previously placed by the customer.

20 24. The method of Claim 13, wherein the method is performed by a web site system.

25. The method of Claim 13, wherein the method is performed by a system that provides voice-based access to the electronic catalog.

25 26. The method of Claim 13, wherein the method is performed by an interactive television system.

27. An online store system, comprising:

an electronic catalog of products; and

a server system that provides online access to the electronic catalog of products and provides functionality for customers to purchase products from the electronic catalog;

30 wherein the server system is responsive to a request from a customer for a page from the electronic catalog by supplementing the page with information

about a related order placed by the customer, whereby customers are presented with context-dependent information about related orders during browsing of the electronic catalog.

5 28. The online store system of Claim 27, wherein the server system is responsive to a request by the customer for a detail page of a product by supplementing the detail page with information about a prior order placed by the customer for the product.

10 29. The online store system of Claim 27, wherein the server system is responsive to a request by the customer for a detail page of a first product by supplementing the detail page with information about a prior order placed by the customer for a second product that is related to the first product.

15 30. The online store system of Claim 27, wherein the server system is responsive to a request by the customer for a category page associated with a particular product category by supplementing the category page with information about prior orders of products that fall within the product category.

 31. The online store system of Claim 27, wherein the server system is responsive to a request by the customer for a shopping cart page by supplementing the shopping cart page with a notification that the customer previously ordered a product that is in a shopping cart of the customer.

20 32. A computer-implemented method of providing account-specific information to users of an online store, the method comprising:

 providing online access to an electronic catalog of products in which users may navigate to product detail pages to obtain detailed information about, and initiate placement of orders for, specific products;

25 maintaining user-specific order histories representing orders placed by users for products in the electronic catalog; and

 when a user accesses a product detail page of a first product that was previously ordered by the user, supplementing the product detail page with at least an indication that the user previously ordered the first product.

30 33. The method as in Claim 32, wherein supplementing the product detail page comprises displaying information within the product detail page about a current status of an order for the first product.

34. The method as in Claim 33, wherein supplementing the product detail page further comprises presenting an option to the user to track shipment of the order.

35. The method as in Claim 33, wherein supplementing the product detail page further comprises presenting an option to the user to cancel or modify the order.

5 36. The method as in Claim 32, further comprising supplementing the product detail page with information about an order placed by the customer for a product that is related to the first product.

37. The method as in Claim 32, further comprising, when the user accesses a category page associated with a category of the products in the electronic catalog,
10 supplementing the category page with information about an order placed by the user for a product that falls within the category.

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